| Day | Date | Program | Priority | me Peric | Length | Rate | Headline # | Order # | End Date |
|-----|------|---------|-----------------|----------|--------|------|------------|---------|-----------------|
|-----|------|---------|-----------------|----------|--------|------|------------|---------|-----------------|

American Crossroads

Spot Missed

| Sunday | 11/04/12 | Regular Sea | P-3 | 00 PM-4:00:0 | :30 | \$7,500.00 | 09776180 | 45327 | 11/05/12 |
|--------|----------|-------------|-----|--------------|-----|------------|----------|-------|----------|
| | | | | | | | | | |

Offer

1X Sat 8-11P Alabama vs. LSU on 11/3 @ \$5000 (ho 3)

1X Sat 12-3:30P Univ. of Cincinnati vs. Syracuse on 11/2 @ \$2500

Williams, Lynda

Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com] From:

Thursday, November 01, 2012 2:15 PM Sent:

Connell II, Jim To:

Subject: RE: American Crossroads MG offer Approved

Approved

Alexandra Keller **Senior Account Executive** Millennium Sales-DC p. (202) 955-5342 f. (202) 955-5348 alexandra.bradley@msmtvsales.com

From: Connell II, Jim [mailto:jconnell@local12.com]

Sent: Thursday, November 01, 2012 1:55 PM

To: Bradley, Alexandra Cc: Williams, Lynda

Subject: American Crossroads MG offer

Hi,

See attached MG offer for American Crossroads.

Thanks!

Jim

| l ine# | Spot # |
|--------|--------|
| LIIICT | Spot m |

| 64 | 1 |
|----|---|
| | |

Rep Order# 9776180 Ver# 2 Status Returned EC'd Yes

Traffic Order# 45327

10/29/2012 2:56 PM 07/26/2012 8:37 AM

Last Received: **Showing Buylines:** All Lines

Printed:

WKRC-TV CINCINNATI, OH Station

Advertiser

) POLITICAL ISSUE GROU

Product American Crossroads Estimate#

694

Stephanie Maroney

Buyer Phone# Fax#

) CROSSROADS MEDIA LLC Agency

66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/694

Flight Dates

10/30/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson (

) ALEXANDRA BRADLEY

1 of 6

Salesperson Phone# Salesperson FAX#

202-955-5342 202-955-5348

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 64 t/r lynda/jim

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|---------|-------------------------|-----|----------|-------------|------------|---------------|----------------|------------|---------|
| | | | | | | | | | | | | |
| | 1 | TU | 5A-530A | GOOD MORNING CINCY @ 5A | :30 | s425.00 | 10/30-10/30 | 1 | 1 | 1 | \$425.00 | |
| | 2 | W | 5A-530A | GOOD MORNING CINCY @ 5A | :30 | S425.00 | 10/31-10/31 | 1 | 1 | 1 | \$425.00 | |
| | 3 | TH | 5A-530A | GOOD MORNING CINCY @ 5A | :30 | s425.00 | 11/01-11/01 | 1 | 1 | 1 | \$425.00 | |
| | 4 | F | 5A-530A | GOOD MORNING CINCY @ 5A | :30 | \$425.00 | 11/02-11/02 | 1 | 1 | 1 | \$425.00 | |
| | 5 | М | 5A-530A | GOOD MORNING CINCY @ 5A | :30 | s425.00 | 11/05-11/05 | 1 | 1 | 1 | \$425.00 | |
| | 6 | TU | 6A-630A | GOOD MORNING CINCY | :30 | s650.00 | 10/30-10/30 | 1 | 1 | 1 | \$650.00 | |
| | 7 | W | 6A-630A | GOOD MORNING CINCY | :30 | \$650.00 | 10/31-10/31 | 1 | 1 | 1 | \$650.00 | |
| | 8 | TH | 6A-630A | GOOD MORNING CINCY | :30 | \$650.00 | 11/01-11/01 | 1 | 1 | 1 | \$650.00 | |
| | 9 | F | 6A-630A | GOOD MORNING CINCY | :30 | s650.00 | 11/02-11/02 | 1 | 1 | 1 | \$650.00 | |
| | 10 | М | 6A-630A | GOOD MORNING CINCY | :30 | \$650.00 | 11/05-11/05 | 1 | 1 | 1 | \$650.00 | |

Rep Order# EC'd Yes 9776180 Ver# 2 Status Returned Traffic Order# 45327 Printed: 10/29/2012 2:56 PM 2 of 6

Last Received:

07/26/2012 8:37 AM

Showing Buylines: All Lines

| Station Advertiser Product Estimate# | | INCINNATI, (LITICAL ISSU rossroads | JE GROU | Agency () CROSSROADS MEDIA LLC 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314 Agency C/P1/P2/E 11/27/694 | | | Rep Firm Sales Office () WASHINGTON Salesperson () ALEXANDRA BRADLEY | | | | | |
|---|-------------|---|------------------------|--|-----|------------------|--|----------------------------|-------|------------------------|------------|---------|
| Buyer Phone# Fax# | Stephanie M | laroney | Flight | t Dates s Weeks | | 2012 - 11/05/201 | 2 | Salesperson Salesperson | | 202-955-5 202-955-5 | | |
| LT Ln | - | Time | Program | | Len | Rate | Dates | .Spots/Week | Weeks | Total Spots | Total Cost | Daypart |
| 11 | | 7A-730A | THE EARLY SHOW | | :30 | s450.00 | 10/30-10/30 | 1 | 1 | 1 | \$450.00 | |
| 12 | W | 7A-730A | THE EARLY SHOW | | :30 | s450.00 | 10/31-10/31 | 1 | 1 | 1 | \$450.00 | |
| 13 | TH | 7A-730A | THE EARLY SHOW | | :30 | s450.00 | 11/01-11/01 | 1 | 1 | 1 | \$450.00 | |
| 14 | F | 7A-730A | THE EARLY SHOW | | :30 | s450.00 | 11/02-11/02 | 1 | 1 | 1 | \$450.00 | |
| 15 | М | 7A-730A | THE EARLY SHOW | | :30 | s450.00 | 11/05-11/05 | 1 | 1 | 1 | \$450.00 | |
| 16 | SU | 9A-930A | CBS SUNDAY MORNING | | :30 | s2,500.00 | 11/04-11/04 | 1 | 1 | 1 | \$2,500.00 | |
| 17 | TU | 11A-12P | PRICE IS RIGHT | | :30 | s1,500.00 | 10/30-10/30 | 1 | 1 | 1 | \$1,500.00 | |
| 18 | W | 11A-12P | PRICE IS RIGHT | | :30 | s1,500.00 | 10/31-10/31 | 1 | 1 | 1 | \$1,500.00 | |
| 19 | TH | 11A-12P | PRICE IS RIGHT | | :30 | s1,500.00 | 11/01-11/01 | 1 | 1 | 1 | \$1,500.00 | |
| 20 | F | 11A-12P | PRICE IS RIGHT | | :30 | s1,500.00 | 11/02-11/02 | 1 | 1 | 1 | \$1,500.00 | |
| 21 | М | 11A-12P | PRICE IS RIGHT | | :30 | s1,500.00 | 11/05-11/05 | 1 | 1 | 1 | \$1,500.00 | |
| 22 | TU | 1230P- 130P | THE YOUNG AND RESTLESS | | :30 | s550.00 | 10/30-10/30 | 1 | 1 | 1 | \$550.00 | |
| 23 | W | 1230P- 130P | THE YOUNG AND RESTLESS | | :30 | s550.00 | 10/31-10/31 | 1 | 1 | 1 | \$550.00 | |
| 24 | ТН | 1230P- 130P | THE YOUNG AND RESTLESS | | :30 | s550.00 | 11/01-11/01 | 1 | 1 | 1 | \$550.00 | |
| 25 | F | 1230P- 130P | THE YOUNG AND RESTLESS | | :30 | s550.00 | 11/02-11/02 | 1 | 1 | 1 | \$550.00 | |

Rep Order# 9776180 Ver# 2 Status Returned Traffic Order# 45327 EC'd Yes

Printed: 10/29/2012 2:56 PM **Last Received:** 07/26/2012 8:37 AM

Showing Buylines: All Lines

3 of 6

| Adve Prod | Station WKRC-TV CINCINNATI, OH Advertiser () POLITICAL ISSUE GROU Product American Crossroads Estimate# 694 | | Agency (66 CA ALEX Agency C/P1/P2 | Rep Firm Sales Office Salesperson | |) WASHINGTON) ALEXANDRA BRADLEY | | | | | | | |
|----------------------|--|--------------|---|---|------------------------------|-------------------------------------|------------------------------|-------------|----------------------------|-------|------------------------|------------|---------|
| Buye Phon Fax# | r e# | Stephanie Ma | roney | | Flight Dates Hiatus Weeks | | /27/694 /2012 - 11/05/201 | 2 | Salesperson Salesperson | | 202-955-5 202-955-5 | | |
| LT | Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | Weeks | Total Spots | Total Cost | Daypart |
| | 26 | М | 1230P- 130P | THE YOUNG AND RESTL | ESS | :30 | s550.00 | 11/05-11/05 | 1 | 1 | 1 | \$550.00 | |
| | 27 | TU | 3P-4P | LET'S MAKE A DEAL | | :30 | s500.00 | 10/30-10/30 | 1 | 1 | 1 | \$500.00 | |
| | 28 | W | 3P-4P | LET'S MAKE A DEAL | | :30 | s500.00 | 10/31-10/31 | 1 | 1 | 1 | \$500.00 | |
| | 29 | TH | 3P-4P | LET'S MAKE A DEAL | | :30 | s500.00 | 11/01-11/01 | 1 | 1 | 1 | \$500.00 | |
| | 30 | F | 3P-4P | LET'S MAKE A DEAL | | :30 | s500.00 | 11/02-11/02 | 1 | 1 | 1 | \$500.00 | |
| | 31 | М | 3P-4P | LET'S MAKE A DEAL | | :30 | s500.00 | 11/05-11/05 | 1 | 1 | 1 | \$500.00 | |
| | 32 | TU | 430P-5P | 12 NEWS FIRST | | :30 | s850.00 | 10/30-10/30 | 1 | 1 | 1 | \$850.00 | |
| | 33 | W | 430P-5P | 12 NEWS FIRST | | :30 | s850.00 | 10/31-10/31 | 1 | 1 | 1 | \$850.00 | |
| | 34 | ТН | 430P-5P | 12 NEWS FIRST | | :30 | s850.00 | 11/01-11/01 | 1 | 1 | 1 | \$850.00 | |
| | 35 | F | 430P-5P | 12 NEWS FIRST | | :30 | s850.00 | 11/02-11/02 | 1 | 1 | 1 | s850.00 | |
| | 36 | М | 430P-5P | 12 NEWS FIRST | | :30 | s850.00 | 11/05-11/05 | 1 | 1 | 1 | \$850.00 | |
| | 37 | TU | 6P-630P | 12 NEWS AT 6P | | :30 | s1,200.00 | 10/30-10/30 | 1 | 1 | 1 | \$1,200.00 | |
| | 38 | W | 6P-630P | 12 NEWS AT 6P | | :30 | \$1,200.00 | 10/31-10/31 | 1 | 1 | 1 | \$1,200.00 | |
| | 39 | TH | 6P-630P | 12 NEWS AT 6P | | :30 | s1,200.00 | 11/01-11/01 | 1 | 1 | 1 | \$1,200.00 | |
| | 40 | F | 6P-630P | 12 NEWS AT 6P | | :30 | \$1,200.00 | 11/02-11/02 | 1 | 1 | 1 | \$1,200.00 | |
| | 41 | М | 6P-630P | 12 NEWS AT 6P | | :30 | S1,200.00 | 11/05-11/05 | 1 | 1 | 1 | \$1,200.00 | |

 Rep Order#
 9776180
 Ver#
 2
 Status
 Returned
 Traffic Order# 45327
 Printed:
 10/29/2012 2:56 PM
 4 of 6

 EC'd
 Yes
 Last Received:
 07/26/2012 8:37 AM

Showing Buylines: All Lines

| Advertiser Product Estimate# Buyer | Advertiser Product American Crossroads Estimate# 694 Buyer Stephanie Maroney Phone# | | | Agency () CROSSROADS MEDIA LLC 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314 Agency C/P1/P2/E 11/27/694 Flight Dates 10/30/2012 - 11/05/2012 Hiatus Weeks | | | ITE 555 | Rep Firm Sales Office Salesperson Salesperson | (). Phone# |) WASHINGTON) ALEXANDRA BRADLEY \$ 202-955-5342 202-955-5348 | | |
|---|---|-----------------|------------------|--|-----|------------|-------------|--|----------------|--|------------|---------|
| Fax# | D | m: | Ducana | matus weeks | Ion | Data | Dates | Salesperson | | 202-933-1 Total | Total Cost | Daumant |
| LT Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | Weeks | Spots | | Daypart |
| 42 | TU | 7P-730P | INSIDE EDITION | | :30 | s900.00 | 10/30-10/30 | 1 | 1 | 1 | \$900.00 | |
| 43 | W | 7P-730P | INSIDE EDITION | | :30 | s900.00 | 10/31-10/31 | 1 | 1 | 1 | \$900.00 | |
| 44 | TH | 7P-730P | INSIDE EDITION | | :30 | \$900.00 | 11/01-11/01 | 1 | 1 | 1 | \$900.00 | |
| 45 | F | 7P-730P | INSIDE EDITION | | :30 | s900.00 | 11/02-11/02 | 1 | 1 | 1 | \$900.00 | |
| 46 | М | 7P-730P | INSIDE EDITION | | :30 | s900.00 | 11/05-11/05 | 1 | 1 | 1 | \$900.00 | |
| 47 | TU | 727P-8P | ENT. TONITE | | :30 | s1,100.00 | 10/30-10/30 | 1 | 1 | 1 | \$1,100.00 | |
| 48 | W | 727P-8P | ENT. TONITE | | :30 | s1,100.00 | 10/31-10/31 | 1 | 1 | 1 | \$1,100.00 | |
| 49 | TH | 727P-8P | ENT. TONITE | | :30 | s1,100.00 | 11/01-11/01 | 1 | 1 | 1 | \$1,100.00 | |
| 50 | F | 727P-8P | ENT. TONITE | | :30 | s1,100.00 | 11/02-11/02 | 1 | 1 | 1 | \$1,100.00 | |
| 51 | М | 727P-8P | ENT. TONITE | | :30 | \$1,100.00 | 11/05-11/05 | 1 | 1 | 1 | \$1,100.00 | |
| 52 | TU | 11P-1135I | P 12 NEWS AT 11P | | :30 | s2,400.00 | 10/30-10/30 | 1 | 1 | 1 . | \$2,400.00 | |
| 53 | W | 11P-11351 | P 12 NEWS AT 11P | | :30 | S2,400.00 | 10/31-10/31 | 1 | 1 | 1 | \$2,400.00 | |
| 54 | TH | 11P-11351 | P 12 NEWS AT 11P | | :30 | S2,400.00 | 11/01-11/01 | 1 | 1 | 1 | \$2,400.00 | |
| 55 | F | 11P-1135I | P 12 NEWS AT 11P | | :30 | s2,400.00 | 11/02-11/02 | 1 | 1 | 1 | \$2,400.00 | |
| 56 | М | 11P-11351 | P 12 NEWS AT 11P | | :30 | s2,400.00 | 11/05-11/05 | 1 | 1 | 1 | \$2,400.00 | |
| 57 | TU | 1135P- 1235A | DAVID LETTERMAN | | :30 | s650.00 | 10/30-10/30 | 1 | 1 | 1 | \$650.00 | |

 Rep Order#
 9776180
 Ver#
 2
 Status
 Returned
 Traffic Order# 45327
 Printed:
 10/29/2012 2:56 PM
 5 of
 6

 EC'd
 Yes
 Last Received:
 07/26/2012 8:37 AM

Showing Buylines: All Lines

| Adver Produ Estim | Station WKRC-TV CINCINNATI, OH Advertiser () POLITICAL ISSUE GROU Product American Crossroads Estimate# 694 Buyer Stephanie Maroney | | ALE Agency C/P1/ F | CAÑAL CEN EXANDRIA, 22/E 11/ | 27/694 | JITE 555 | Rep Firm Sales Office () WASHINGTON Salesperson () ALEXANDRA BRADLEY Salesperson Phone# 202-955-5342 | | | | | | |
|-------------------------|--|---------------|------------------------------|---|------------------------------|------------------|--|-------------|----------------------------|---------------|----------------------|------------|---------|
| Buyer Phone | | Stephanie Ma | aroney | | Flight Dates Hiatus Weeks | | /2012 - 11/05/201 | 12 | Salesperson Salesperson | | 202-955- 202-955- | | |
| Fax# LT | Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
| | 58 | W | 1135P- 1235A | DAVID LETTERMAN | | :30 | s650.00 | 10/31-10/31 | 1 | 1 | 1 | \$650.00 | |
| | 59 | TH | 1135P- 1235A | DAVID LETTERMAN | | :30 | s650.00 | 11/01-11/01 | 1 | 1 | 1 | \$650.00 | |
| | 60 | F | 1135P- 1235A | DAVID LETTERMAN | | :30 | s650.00 | 11/02-11/02 | 1 | 1 | 1 | \$650.00 | |
| | 61 | М | 1135P- 1235A | DAVID LETTERMAN | | :30 | s650.00 | 11/05-11/05 | 1 | 1 | 1 | \$650.00 | |
| | 62 | SU | 7P-8P | 60 MINUTES | | :30 | s7,500.00 | 11/04-11/04 | 1 | 1 | 1 | \$7,500.00 | |
| | 63 | SA | 12P-7P | COLLEGE FOOTBALL | | :30 | s750.00 | 11/03-11/03 | 1 | 1 | 1 | \$750.00 | |
| | *64 | SU Station | 1P-4P Remark: | NFL NON-BENGALS 1P V2 1x na 11/4 no time | | :30 10/31 nci | s7,500.00 r survivor | 11/04-11/04 | 1 | 1 | 1 | \$7,500.00 | |

---REPORT TOTALS---

Report Totals: 64 / \$74,125.00

---SALES MONTHLY TOTALS---

Nov 12: 64 / \$74,125.00 Sales Totals: 64 / \$74,125.00 Station Totals: 64 / \$74,125.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

WCPO 23% Market Totals \$274,537 CABL 0% EKRC 2% UNKN 0 % WBQC 0 % WKRC 27% WLWT 285 WSTR 1 € WXIX 19%

Rep Order# 9776180 Ver# 2 Status Returned EC'd Yes

Traffic Order# 45327

10/29/2012 2:56 PM 07/26/2012 8:37 AM

Last Received: 07/26/2013

Printed:

Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH Advertiser () POLITICAL ISSUE GROU

Product American Crossroads

Estimate# 694

Buyer Stephanie Maroney

Phone# Fax#

Books null Demos RA35+ Agency () CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/694

Flight Dates 10/30/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () ALEXANDRA BRADLEY

6 of 6

Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348

Connell II, Jim

From: Sent:

jconnell@local12.com Friday, October 26, 2012 11:54 AM Connell II, Jim; Williams, Lynda Spot - Preempt: American Crossroads - 45327 <u>1</u>0:

Subject:

Station: WKRC-TV

Information: Order

Order #: 45327 Order Total: \$74,125.00

Agency: Crossroads Media Advertiser: American Crossroads Crossroads Media

11/05/12 Product: American Crossroads Alternate Order #: 09776180 Estimate #: 694 Flight Dates: 10/30/12 - 11/0

Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

(45327 - 64 - 1)

Preempted Spot Information Rate: \$7,500.00 Air Date: Sun 11/04/12

--Su Eligible Days:

Inventory Code: AFC Regular Season Inventory Description: AFC Regular Season Inventory Code Time: 1:00 PM-4:00 PM

Earliest start: 1:00:00 PM, Latest end: 4:00:00 PM Spot Type: NM Restricted: Ea :30 Length:

Channel(s): [1] WKRC Priority: Preemptible w/o Notice Preempt Reason: Preempted by NSI

Preempted by NSM



Rate Ad-ID Order Product Descripti Estimate # Priority | Spot # AE Weekday | Air Time Length Inv. Code (Booked) Time Period Date Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45327 Line: 1 P-3 1 MWASH \$425.00 USPRT\5a Good Morn Cincinna (5:00:00 AM-5:30:00 A American Crossroads 10/30/12 Tuesday5:13:54 AM :30 \$425.00 Line: 2 P-3 \$425.00 USPRT\5a Good Morn Cincinna (5:00:00 AM-5:30:00 A American Crossroads 694 1 MWASH 10/31/12Wednesday5:09:35 AM :30 1 \$425.00 Line: 3 694 P-3 1 MWASH :30 \$425.00 USPRT\5a Good Morn Cincinna (5:00:00 AM-5:30:00 A American Crossroads 11/01/12 Thursday5:12:59 AM \$425.00 Line: 4 5a Good Morn Cincinna (5:00:00 AM-5:30:00 AAmerican Crossroads 694 P-3 1 MWASH 11/02/12 Friday5:13:29 AM :30 \$425.00 1 \$425.00 Line: 5 694 P-3 1 MWASH Monday5:05:42 AM :30 \$425.00 5a Good Morn Cincinna (5:00:00 AM-5:30:00 AAmerican Crossroads 11/05/12 \$425.00 1 Line: 6 :30 \$650.00 USPRT\6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 694 P-2 1 MWASH 10/30/12 Tuesday3:27:20 AM \$650.00 Line: 7 P-2 694 1 MWASH \$650.00 USPRT\6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 10/31/12Wednesday3:09:52 AM :30 \$650.00 Line: 8 P-2 :30 \$650.00 USPRT\6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 694 1 MWASH 11/01/12 Thursday3:20:43 AM \$650.00 Line: 9 P-2 6a Good Morn Cincinna (6:00:00 AM-6:30:00 AAmerican Crossroads 694 1 MWASH :30 \$650.00 11/02/12 Friday3:04:11 AM 1 \$650.00 Line: 10 694 P-2 1 MWASH Monday3:11:57 AM :30 \$650.00 6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 11/05/12 1 \$650.00 Line: 11 694 P-2 1 MWASH \$450.00 USPRT\CBS This Morning (7:00:00 AM-7:30:00 A American Crossroads Tuesday':24:10 AM :30 1 \$450.00 Line: 12 694 P-2 1 MWASH :30 \$450.00 USPRT\CBS This Morning (7:00:00 AM-7:30:00 A American Crossroads 10/31/12Wednesday7:28:54 AM \$450.00 Line: 13 P-2 \$450.00 USPRT\CBS This Morning (7:00:00 AM-7:30:00 A American Crossroads 694 1 MWASH 11/01/12 Thursday':28:56 AM :30

WIDE ORBIT

[Filtered by:] [Sorted by: Station]



Date Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Order Product Descripti Estimate # Priority Spot # AE

Advertiser: American Crossroads

Agency: Crossroads Media Station: WKRC-TV Order: 45327

| Section Sect | Line: 13 | | | | | | | | | |
|---|-----------|---|--------------|---------------------|--------------------------|----------------------|-----------------------|-----|------|------------------|
| Marka | | | | \$450.00 | | | | | | 1 |
| Line: 15 11/09/12 Mondayi: 59.25 AM 30 | Line: 14 | | | | | | | | | |
| Line: 15 | 11/02/12 | Friday | :30 | \$450.00 | CBS This Morning | (7:00:00 AM-7:30:00 | A American Crossroads | 694 | P-2 | |
| 11/05/12 Monday):59:25 AM 30 \$450.00 CBS This Morning 7:00:00 AM-7:30:00 American Crossroads 694 P-2 1 MWASh 5450.00 CBS Sun Morning 7:00:00 AM-9:30:00 American Crossroads 694 P-1 1 MWASh 7:00 7:0 | | | | \$450.00 | | | | | | 1 |
| Line: 16 | Line: 15 | | | | | | | | | |
| Line: 16 11/04/12 Sunday: 17:15 AM 30 \$2,500.00 CBS Sun Morning (9.00:00 AM-9:30:00 American Crossroads 694 P-1 1 MWASh \$2,500.00 | 11/05/12 | Monday3:59:25 AM | :30 | \$450.00 | CBS This Morning | (7:00:00 AM-7:30:00 | A American Crossroads | 694 | P-2 | 1 MWASH |
| 11/04/12 Sunday3:17:15 AM | | | | \$450.00 | | | | | | 1 |
| Line: 17 10/30/12 Tuesdayl: 31:06 AM :30 \$1,500.00 USPRT\The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1MWASF 51,500.00 | Line: 16 | | | | | | | | | |
| Line: 17 10/30/12 Tuesdayl: 31:06 AM 30 \$1,500.00 USPRT\The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF- 10/31/12 W=resdayl: 29:51 AM 30 \$1,500.00 USPRT\The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF- 11/01/12 Thursdayl: 58:26 AM 30 \$1,500.00 USPRT\The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF- 11/02/12 Fridayl: 58:56 AM 30 \$1,500.00 The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF- 11/02/12 Fridayl: 58:56 AM 30 \$1,500.00 The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF- 11/05/12 Mondayl: 28:41 AM 30 \$1,500.00 The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF- 11/05/12 Tuesdayl: 57:34 PM 30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 P-3 1 MWASF- 10/31/12 W=chesdayl: 29:27 PM 30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 P-3 1 MWASF- 10/31/12 W=chesdayl: 29:27 PM 30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 P-3 1 MWASF- 10/31/12 W=chesdayl: 29:27 PM 30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 P-3 1 MWASF- 10/31/12 W=chesdayl: 29:27 PM 30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 P-3 1 MWASF- 10/31/12 W=chesdayl: 29:27 PM 30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 P-3 1 MWASF- 10/31/12 W=chesdayl: 29:27 PM 30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 P-3 1 MWASF- 10/31/12 W=chesdayl: 29:27 PM 30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 P-3 1 MWASF- 10/31/12 Fridayl: 28:41 PM 30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 P-3 1 MWASF- 11/02/12 Fridayl: 28:41 PM 30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 P-3 1 MWASF- 11/02/12 Fridayl: 28:41 PM 30 \$550.00 USPRT\ Young & the Restless 12:30 PM-1:30 PM American Crossroads 694 | 11/04/12 | Sunday3:17:15 AM | :30 | \$2,500.00 | CBS Sun Morning | (9:00:00 AM-9:30:00 | A American Crossroads | 694 | P-1 | 1 MWASH |
| 10/30/12 Tuesdayl:31:06 AM 30 \$1,500.00 USPRT\The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 51,500.00 USPRT\The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/00 AM-12:00 PM American Crossroads 694 P-3 1 MWASF 11 | | | | \$2,500.00 | | | | | | 1 |
| Line: 18 10/31/1/2Wednesdayl: 29:51 AM | Line: 17 | | | | | | | | | |
| Line: 18 | 10/30/12 | Tuesdayl:31:06 AM | :30 | \$1,500.00 USPF | RT\The Price is Right | 11:00 AM-12:00 PM | American Crossroads | 694 | P-1 | 1 MWASH |
| 10/31/12Wednesday :29:51 AM :30 \$1,500.00 USPRT\The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF 11/01/12 Thursday :58:26 AM :30 \$1,500.00 USPRT\The Price is Right 11:00 AM-12:00 PM American Crossroads 694 P-1 1 MWASF | | | Γ | \$1,500.00 | | | | | | 1 |
| S1,500.00 1 1 1 1 1 1 1 1 1 | Line: 18 | | , | • | | | | | | |
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| 11/01/12 Thursday):58:26 AM | Line: 19 | | | • | | | | | · | |
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| 11/02/12 Friday):58:56 AM | l ine: 20 | | Land Control | , , | | | | | | |
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| Second S | | Tuocday):57:34 DM | .30 | \$550 00 HSDI | PT\ Vouna & the Restless | 12:30 PM-1:30 PM | American Crossroads | 694 | P-3 | 1 M\\\/ASF |
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| 10/31/12WednesdayI:29:27 PM | 1 : 00 | | L | \$330.00 | | | | | | |
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| 1 3550.00 | 11/02/12 | Friday1:28:41 PM | :30_ | | Young & the Restless | 12:30 PM-1:30 PM | American Crossroads | 694 | P-3 | |
| | | | | \$550.00 | | | | | | 1j |



Date Weekday | Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Order Product Descripti Estimate # | Priority Spot# AE Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45327 Line: 26 11/05/12 Monday2:59:26 PM :30 \$550.00 Young & the Restless 12:30 PM-1:30 PM P-3 1 MWASH American Crossroads 694 \$550.00 1 Line: 27 10/30/12 Tuesday2:59:12 PM :30 \$500.00 USPRT\Let's Make a Deal 3:00 PM-4:00 PM 694 P-3 American Crossroads 1 MWASH \$500.00 1 Line: 28 :30 10/31/12Wednesday3:58:35 PM \$500.00 USPRT\ Let's Make a Deal P-3 3:00 PM-4:00 PM American Crossroads 694 1 MWASH \$500.00 1 Line: 29 11/01/12 Thursday3:58:32 PM :30 \$500.00 USPRT\ Let's Make a Deal P-3 3:00 PM-4:00 PM American Crossroads 694 1 MWASH \$500.00 1 Line: 30 11/02/12 Friday3:58:32 PM :30 \$500.00 Let's Make a Deal 3:00 PM-4:00 PM American Crossroads 694 P-3 1 MWASH \$500.00 1 Line: 31 11/05/12 Monday ?: 59:21 PM :30 \$500.00 Let's Make a Deal 3:00 PM-4:00 PM American Crossroads 694 P-3 1 MWASH \$500.00 1 Line: 32 10/30/12 Tuesday1:37:15 PM :30 P-2 \$850.00 USPRT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PAmerican Crossroads 694 1 MWASH \$850.00 1 Line: 33 10/31/12Wednesday1:37:03 PM :30 \$850.00 USPRT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 P American Crossroads 694 P-2 1 MWASH \$850.00 1 Line: 34 11/01/12 Thursday1:50:21 PM :30 P-2 \$850.00 USPRTV4p Local 12 News at Fo (4:30:00 PM-5:00:00 P American Crossroads 694 1 MWASH \$850.00 1 Line: 35 11/02/12 Friday1:35:21 PM :30 \$850.00 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PAmerican Crossroads 694 P-2 1 MWASH \$850.00 1 Line: 36 :30 11/05/12 Monday1:51:06 PM \$850.00 P-2 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PAmerican Crossroads 694 1 MWASH \$850.00 Line: 37 10/30/12 Tuesday3:13:19 PM :30 \$1,200.00 USPRT\6p Local 12 News at Six 6:00 PM-6:30 PM American Crossroads 694 P-2 1 MWASH \$1,200.00 1 Line: 38 10/31/12Wednesday3:12:49 PM :30 \$1,200.00 USPRT\6p Local 12 News at Six 6:00 PM-6:30 PM P-2 American Crossroads 694 1 MWASH

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Date Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Order Product Descripti Estimate # Priority | Spot # AE Time Period

Advertiser: American Crossroads Agency: Crossroads Media

> Station: WKRC-TV Order: 45327

| Line: 38 | | | | | | | | | |
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| | | | \$1,200.00 | | | | | | 1 |
| Line: 39 | | | | | | | | | |
| 11/01/12 | Thursday):11:38 PM | :30 | | PRT√6p Local 12 News | s at Six6:00 PM-6:30 PM | American Crossroads | 694 | P-2 | 1 MWASH |
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| Line: 40 | | | | | | | 00.4 | D 0 | 4.8844.01 |
| 11/02/12 | Friday3:27:11 PM | :30 | \$1,200.00 | 6p Local 12 News | s at Six6:00 PM-6:30 PM | American Crossroads | 694 | P-2 | 1 MWASF |
| 44 | | L | \$1,200.00 | | | | | L | 1 |
| Line: 41 | Manday 2:04:40 DM | :30 | \$1,200.00 | En Local 12 Nour | s at Six6:00 PM-6:30 PM | American Crossroads | 694 | P-2 | 1 MWASH |
| 11/05/12 | Monday3:04:49 PM | .30 | \$1,200.00 | op Local 12 News | s at Sixu.uu Fivi-0.30 Fivi | American Crossidaus | 094 | Γ-Z | 1 |
| Line: 42 | | L | φ1,200.00 | | | | | L | |
| 10/30/12 | Tuesday':12:22 PM | :30 | \$900 00 USE | PRT\M-F 7p-730p | 7:00 PM-7:30 PM | American Crossroads | 694 | P-3 | 1 MWASH |
| 10/00/12 | ruccuajz.z | | \$900.00 | , р . оор | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | | | 1 |
| Line: 43 | | <u> </u> | | | | | | | , |
| | Vednesday ⁷ :27:36 PM | :30 | \$900.00 USF | PRT\M-F 7p-730p | 7:00 PM-7:30 PM | American Crossroads | 694 | P-3 | 1 MWASH |
| | | | \$900.00 | | | | | | 1 |
| Line: 44 | | | • | | | | | | |
| 11/01/12 | Thursday7:10:12 PM | :30 | \$900.00 USF | PRT√M-F 7p-730p | 7:00 PM-7:30 PM | American Crossroads | 694 | P-3 | 1 MWASH |
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| Line: 45 | | | | | | | | | |
| 11/02/12 | Friday':10:27 PM | :30 | \$900.00 | M-F 7p-730p | 7:00 PM-7:30 PM | American Crossroads | 694 | P-3 | 1 MWASH |
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| Line: 46 | | | | | | | | | |
| 11/05/12 | Monday7:28:04 PM | :30 | \$900.00 | M-F 7p-730p | 7:00 PM-7:30 PM | American Crossroads | 694 | P-3 | 1 MWASH |
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| 10/30/12 | Tuesday ⁷ :44:52 PM | :30 | | PRT\M-F 730p-8p | 7:27 PM-8:00 PM | American Crossroads | 694 | P-3 | 1 MWASH |
| 10 | | | \$1,100.00 | | | | | L | - 1 |
| Line: 48 | Madagaday/JEEJOG DM | :30 | £1 100 00 HE | DDT\ M E 720n 9n | 7:27 PM-8:00 PM | American Crossroads | 694 | P-3 | 1 MWASH |
| 10/31/120 | Vednesday ⁷ :55:06 PM | .30 | \$1,100.00 | PRT\M-F 730p-8p | 7.27 FIVI-0.00 FIVI | American Crossidaus | 094 | F-0 | 1 |
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| | Thursday':59:26 PM | :30 | \$1 100 00 USF | PRT√M-F 730p-8p | 7:27 PM-8:00 PM | American Crossroads | 694 | P-3 | 1 MWASH |
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| 11/02/12 | Friday':34:45 PM | :30 | \$1,100.00 | M-F 730p-8p | 7:27 PM-8:00 PM | American Crossroads | 694 | P-3 | 1 MWASH |
| | | Γ | \$1,100.00 | rr | | | | | 1 |
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Order Product Descripti Estimate # Priority | Spot # AE Rate Ad-ID Inv. Code (Booked) Time Period Weekday Air Time Length Date Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45327 Line: 51 P-3 1 MWASH 694 M-F 730p-8p 7:27 PM-8:00 PM American Crossroads \$1,100.00 Monday7:50:41 PM 11/05/12 1 \$1,100.00 Line: 52 694 P-3 1 MWASH \$2,400.00 USPRT\11p M-Su Local 12 New 11:00 PM-11:35 PM American Crossroads 10/30/12 Tuesdayl:21:48 PM \$2,400.00 Line: 53 694 P-3 1 MWASH \$2,400.00 USPRT\11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads 10/31/12Wednesday1:33:15 PM \$2,400.00 Line: 54 694 P-3 1 MWASH \$2,400.00 USPRT\11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads 11/01/12 Thursday1:33:50 PM :30 1 \$2,400.00 Line: 55 1 MWASH P-3 694 \$2,400.00 11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads :30 11/02/12 Fridayl:06:29 PM 1 \$2,400.00 Line: 56 P-3 1 MWASH 694 11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads Mondayl:26:37 PM \$2,400.00 11/05/12 :30 \$2,400.00 Line: 57 P-3 1 MWASH 11:35 PM-12:35 XM American Crossroads 694 :30 \$650.00 USPRT\Letterman Tuesday2:29:48 XM 10/30/12 \$650.00 Line: 58 P-3 1 MWASH 11:35 PM-12:35 XM 694 American Crossroads \$650.00 USPRT\Letterman :30 10/31/12Wednesday2:14:52 XM \$650.00 Line: 59 694 P-3 1 MWASH 11:35 PM-12:35 XM American Crossroads \$650.00 USPRT\Letterman 11/01/12 Thursdayl:58:30 PM :30 1 \$650.00 Line: 60 P-3 1 MWASH American Crossroads 694 11:35 PM-12:35 XM \$650.00 Letterman 11/02/12 Friday2:11:30 XM :30 1 \$650.00 Line: 61 P-3 1 MWASH 694 11:35 PM-12:35 XM American Crossroads \$650.00 Letterman :30 Monday2:25:00 XM 11/05/12 \$650.00 Line: 62 P-2 1 MWASH American Crossroads 694 7:00 PM-8:00 PM Sun Reg 1 Sunday':19:07 PM :30 \$7,500.00 11/04/12 \$7,500.00 Line: 63 P-3 1 MWASH 694 SEC Football 12:00 PM-7:00 PM American Crossroads \$750.00 :30 11/03/12 Saturday5:49:36 PM [Filtered by:] [Sorted by: Station]



| Date | Weekday A | ir Time Length | Rate A | d-ID Inv. Code (Booked | I) Time Period | Order Product Descri | pti Estima | ate # Priority | Spot# AE |
|----------------------------|------------|----------------|---------------------------------|------------------------|----------------|----------------------|------------|----------------|----------|
| Advertiser: American Cros | | | | | • | | • | | |
| Agency: Crossroads M | ledia | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | |
| Order: 45327 | | | | | | | | | |
| Line: 63 | | | | | | | | | |
| | | | \$750.00 | | | | | | 1 |
| Line: 65 11/03/1 | 2 Saturday | :30 | \$5,000.00 \$5,000.00 | Sat Spec | 8p-11p | American Crossroads | 694 | P-3 | 1 MWASH |
| Line: 66 | | - | | | | | | | |
| 11/03/1 | 2 Saturday | :30 | \$2,500.00 | Big East Football | 12p-330p | American Crossroads | 694 | P-3 | 1 MWASH |
| | | | \$2,500.00 | | | | | | 1 |
| | | | \$74,125.00 | | | | | | 65 |
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